



Daniel Halden &lt;daniel.halden@lacity.org&gt;

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**FW: Hollywood & Vine Live**

4 messages

**Young, Leon** <Leon.Young@whotels.com>

Tue, Jul 19, 2016 at 1:35 PM

To: "Dan Halden (Daniel.halden@lacity.org)" &lt;Daniel.halden@lacity.org&gt;, Kerry Morrison &lt;Kerry@hollywoodbid.org&gt;

First I am hearing of this (the event AND Hollywood is now a city J)....is this real? And what a nightmare traffic wise.

**LEON YOUNG****GENERAL MANAGER / W HOLLYWOOD HOTEL & RESIDENCES**

6250 Hollywood Blvd. / Hollywood, CA 90028

T 323 798 1330 / F 323 798 1325

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**From:** Jon Beatty [<mailto:Jbeatty@restaurantdelphine.com>]**Sent:** Tuesday, July 19, 2016 1:01 PM**To:** Young, Leon**Subject:** FW: Hollywood & Vine Live

Are you aware of this? He came in last week and took my card.

Jon Beatty

General Manager – Food and Beverage

W Hollywood | Livingroom | Station | Delphine

323-798-1355

[jbeatty@delphinehollywood.com](mailto:jbeatty@delphinehollywood.com)

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**From:** Dre Dynasty [<mailto:dynasty@hollywoodandvinelive.com>]**Sent:** Tuesday, July 19, 2016 12:59 PM**To:** Jon Beatty**Subject:** Hollywood & Vine Live

Jon,

It was an absolute pleasure meeting you last week. I am the Executive Producer for Hollywood & Vine Live, a televised concert series set to take place on the intersection of Hollywood & Vine this New Year's Eve. The City of Hollywood has asked us to reach out to all the businesses on the intersection so everyone is aware of our plans and have ample time to prepare for the potential customers that will be on the intersection enjoying the show. We would like to involve and promote the local businesses with our televised show to ensure that the entire community benefits from our project and continues to grow with us. Creating a platform that drives revenue for the City Of Hollywood as a whole is our goal and with the support of everyone invested we can make this dream a reality. Giving each business ample time to create print ads and tv commercials is important to us as we are offering each local business a complimentary print ad & commercial slot ensuring the millions of global viewers we anticipate will be watching will see your brand. You don't have to pay us anything. All we want is your support. Below is a few details on what I would like to discuss with you further.

Details of Hollywood & Vine Live

How will Delphine benefit

How Delphine can be involved

What we are offering:

Complimentary Involvement as a Branded Partner

Complimentary On Site Activation

Complimentary Commercial Ad Space

Complimentary Print Ad Space

I look forward to speaking with you in detail. Thank you for your time thus far. Have a blessed day!

Dre Dynasty

Hollywood & Vine Live

Partner

Direct: 818) 307-1981



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#HollywoodAndVineLive #HVLIVE

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**Kerry Morrison** <Kerry@hollywoodbid.org>

To: "Young, Leon" <Leon.Young@whotels.com>, "Dan Halden (Daniel.halden@lacity.org)" <Daniel.halden@lacity.org>

Tue, Jul 19, 2016 at 1:39 PM

First I've heard of it.

And Hollywood is NOT a city, so let's start with that. Cannot imagine the adjacent property owners would sign a petition to support this...

Checking with my staff. Dan?

Kerry

**From:** Young, Leon [mailto:[Leon.Young@whotels.com](mailto:Leon.Young@whotels.com)]

**Sent:** Tuesday, July 19, 2016 1:36 PM

**To:** Dan Halden ([Daniel.halden@lacity.org](mailto:Daniel.halden@lacity.org)) <[Daniel.halden@lacity.org](mailto:Daniel.halden@lacity.org)>; Kerry Morrison <[Kerry@hollywoodbid.org](mailto:Kerry@hollywoodbid.org)>

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**Dan Halden** <[daniel.halden@lacity.org](mailto:daniel.halden@lacity.org)>

Tue, Jul 19, 2016 at 1:42 PM

To: Kerry Morrison <[Kerry@hollywoodbid.org](mailto:Kerry@hollywoodbid.org)>

Cc: "Young, Leon" <[Leon.Young@whotels.com](mailto:Leon.Young@whotels.com)>

Let me know if you're available today around 3:30 PM for a conference call to further discuss.



**Dan Halden**

Hollywood Field Deputy

Office of Councilmember Mitch O'Farrell, 13th District

1722 Sunset Boulevard, Los Angeles, CA 90026

(213) 207-3015 | [www.cd13.com](http://www.cd13.com)

**Find the Councilmember on:** [f](#) [t](#) [i](#) [y](#)

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**Young, Leon** <[Leon.Young@whotels.com](mailto:Leon.Young@whotels.com)>

Tue, Jul 19, 2016 at 1:55 PM

To: Dan Halden <[daniel.halden@lacity.org](mailto:daniel.halden@lacity.org)>, Kerry Morrison <[Kerry@hollywoodbid.org](mailto:Kerry@hollywoodbid.org)>

HA HA I guess that answers the "dan?" question....

I can at 4?

**LEON YOUNG**

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**From:** Dan Halden [mailto:[daniel.halden@lacity.org](mailto:daniel.halden@lacity.org)]

**Sent:** Tuesday, July 19, 2016 1:42 PM

**To:** Kerry Morrison

**Cc:** Young, Leon

**Subject:** Re: Hollywood & Vine Live

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